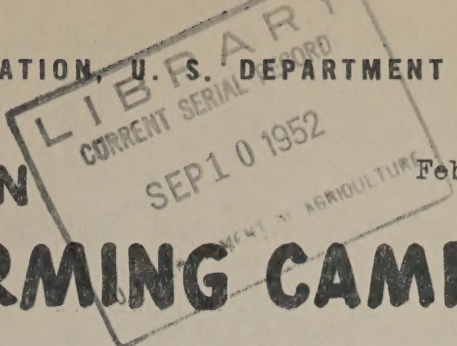


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February 28, 1952

# PROGRESS REPORT ON ELECTRIC FARMING CAMPAIGN

## CAMPAIGN BUILDING UP STEAM

The Electric Farming Campaign which was launched at the St. Louis Power Use Conference is off to a big start. Follow-up activity is reported from most of the big rural electrification states. Local plans are being laid. Campaign meetings are being held. Statewide and local co-op officials are giving the campaign a lot of push. Here's a quick summary of reports received thus far:

North Carolina — Six district campaign meetings scheduled with managers, directors and education advisers. Dates are March 24-27.

Montana — Hay and grain drying has been made subject for state campaign meeting first week in April. Managers, directors, E.A.'s to attend.

Ohio — State meeting scheduled soon after NRECA convention. District meetings also in the works as follow-up.

South Carolina — State meeting went on record February 18 pushing immediate and intensive power use program in State.

Michigan — State meeting scheduled for Grand Rapids April 15-16.

## REVISED COLORED FILM STRIPS READY SOON

Two visual aids for anyone working to sell the Electric Farming Campaign will be ready by March 1. One strip which is a revision of the slides presented by Team One at St. Louis is entitled, "A Farm Production-Power Use Campaign." It's intended for use with co-op boards. The second strip, "A Program To Mobilize Electric Farm Power," is a brief description of the over-all Electric Farming Campaign and is intended for use with outside groups such as distributors, other organizations. Both are suitable for use at statewide meetings.

Kansas — Campaign meeting is set up for Abilene or Hutchinson April 8, 9, 10. A lively power use forum featured the February statewide meeting at Kansas City.

Virginia, Maryland, Delaware — Late in March directors, E.A.'s, managers will meet in a campaign conference.

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# ELECTRIC FARMING GETS MORE TO MARKET...



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- Pennsylvania, New Jersey — Two-state meeting of managers, directors and E.A.'s scheduled April 15-16.
- Nebraska — Group of 300 met at Lincoln, February 7 and 8, reviewed State's power requirements, discussed possibility of more Bureau of Reclamation power, viewed large power use display.
- Wisconsin — Campaign plans discussed at statewide meeting in February.
- Texas — District campaign meetings being planned.

MOBILIZING ELECTRIC FARMING NRECA THEME — The NRECA Annual Convention, scheduled for Chicago, March 10-13 will highlight "Mobilizing Electric Farming" at a special forum, Tuesday, March 11. Secretary Brannan and other notable officials are scheduled to participate.

MINNKOTA TURNS 'EM AWAY — The Minnkota Power Cooperative unveiled its traveling power use show at Karlstad, Minn., on February 5th, registered 740 people, turned away more than 200. The show cooperates with member co-ops, staging entertaining, informative all-day shows, complete with demonstrations, prizes and box lunches.

DUSTY RHODES GUEST SPEAKER IN MISSISSIPPI — The Mississippi statewide held a successful power use meeting on Washington's Birthday in Jackson. F. M. ("Dusty") Rhodes, PMA's Goals Chief, spoke on the need for farm production. For copies of talk, write PMA.

G&T's JOIN THE CAMPAIGN — Generation and transmission co-ops are alert to their responsibility in promoting efficient farm production with electricity. Eight G&T co-ops in seven states are active in the program, with others getting ready daily.

USDA WANTS FARM MANPOWER INFO — National Agricultural Mobilization Committee is polling its state committees for definite facts and figures on the critical farm manpower situation.

NEW NAME FOR KENTUCKY PAPER — The Kentucky statewide has changed the name of its paper. From now on it will be called "Rural Kentuckian." The organization also will employ an agricultural engineer.